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PTO/SB/05 (03-01)

Approved for use through 10/31/2002, OMB 0651-0032

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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UTILITY
PATENT APPLICATION
TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.	10031-007-999	Total Pages	79
First Named Inventor or Application Identifier			
Luban et al.			
Express Mail Label No.		EL 477 033 690 US	

APPLICATION ELEMENTS
See MPEP chapter 600 concerning utility patent application contents.

- Fee Transmittal Form (2 sheets total)
Submit an original, and a duplicate for fee processing
- Applicant claims Small Entity status, see 37 C.F.R. § 1.27
- Specification [Total Pages 59]
 - (Preferred arrangement set forth below)
 - Descriptive title of the Invention
 - Cross Reference to Related Applications
 - Statement Regarding Fed sponsored R&D
 - Reference to Microfiche Appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (if filed)
 - Detailed Description of the Invention (including drawings, if filed)
 - Claim(s)
 - Abstract of the Disclosure
- Drawing(s) (35 USC 113) [Total Sheets 6]
- Oath or Declaration [Total Sheets 2]
 - unexecuted (original or copy)
 - Copy from a prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 19 completed)
- DELETION OF INVENTOR(S)**

Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33 (b).
- Application Data Sheet. See 37 CFR 1.76

18. If a **CONTINUING APPLICATION**, check appropriate box and supply the requisite information:
 Continuation Divisional Continuation-in-Part (CIP) of prior application No. filed .

19. CORRESPONDENCE ADDRESS

Customer Number:

20583

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Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231.

PENNIE & EDMONDS LLP
 COUNSELLORS AT LAW
 1155 Avenue of Americas
 New York, N.Y. 10036-2711

ATTORNEY DOCKET NO. 10031-007-999Date: January 11, 2002

Assistant Commissioner for Patents
 Box PATENT APPLICATION
 Washington, D.C. 20231

Sir:

The following utility patent application is enclosed for filing:

Applicant(s): Luban et al.

Executed on:

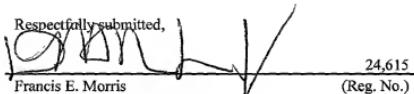
Title of Invention: CUSTOMER LOYALTY PROGRAMS AND SYSTEMS AND METHODS FOR SUCH PROGRAMS

PATENT APPLICATION FEE VALUE

TYPE	NO. FILED	LESS	EXTRA	EXTRA RATE	Fee
Total Claims	17	-20	0	\$18.00 each	\$ 0.00
Independent	3	-3	0	\$84.00 each	\$ 0.00
Minimum Fee					\$ 740.00
Multiple Dependency Fee If Applicable (\$280.00)					\$ 0.00
Total					\$ 740.00
Applicant qualifies for the 50% Reduction for Independent Inventor, Nonprofit Organization or Small Business Concern					- \$ 370.00
Total Filing Fee					\$ 370.00

- DO NOT PUBLISH.** I hereby certify that the invention disclosed in the attached application has not and will not be the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).
- Priority of application No. 60/268,044 filed on February 12, 2001 in United States is claimed under 35 U.S.C. § 119(e). Priority of application No. 09/400,417 filed on September 21, 1999 in United States is claimed under 35 U.S.C. § 120.
- The certified copy of the priority application has been filed in application no. filed
- Amend the specification by inserting before the first line the following sentence: This is a continuation-in-part of application no. filed.

Please charge the required fee to Pennie & Edmonds LLP Deposit Account No. 16-1150. A copy of this sheet is enclosed.

Respectfully submitted,

 Francis E. Morris
 By: Dwight H Renfrew Jr
 PENNIE & EDMONDS LLP

24,615
 (Reg. No.)
 (38,594)

Enclosure